

In September 2016, the voting membership from Lewis & Clark Council and Greater St. Louis Area Council voted to merge to form one unified council. Scouts everywhere wear the SAME uniform, follow the SAME advancement program, and subscribe to the SAME Oath and Law.

A merged council across an entire region will create more robust programs, better facilities, and allow more youth to benefit from Scouting's life-changing programs.



### MORE FUNDING FOR YOUTH

When both councils perform the same functions and pay for the same services, we aren't being as thrifty as we could be together. A single council will eliminate duplicate expenses and overhead costs and allow these funds to be redirected towards serving youth through increased financial assistance, more resources to reach hard-to-serve areas, and improvements to camp properties.

*FAQ: What impact will this have on my Scout/troop/unit?*

*A: All Scouts, their families, and volunteer leaders should very quickly see additional opportunities such as STEM programming and training opportunities. A new-and-improved website would address an immediate need for the volunteers of the former Lewis and Clark Council. Other long-term improvements affecting Scouts and their families would be additional camp opportunities, increased staff strength, and increased depth of volunteer committees. Scouting is local. Scouts everywhere wear the same uniform, follow the same advancement program, and subscribe to the same Oath and Law. A merged council would give the Boy Scouts of America the ability to better serve all areas within the councils' boundaries through stronger volunteer training programs and enhanced council activities.*



### INCREASED DONOR SUPPORT

The new merged council creates a stronger appeal for major donors, corporate funding, foundations, and grants. Increased funding means improved programming and facilities for Scouts and will also help ensure that the new council remains on a path of financial and programmatic strength long into the future.

### CONSISTENT MESSAGE AND BRAND

Both councils shared the same media market. Now, having a unified voice and consistent message decreases the public's confusion. It also eliminates the competition for earned media.

*FAQ: What impact would a merged council have on membership growth?*

*A: Bringing the Boy Scouts of America to more youth is one of our top priorities. There are more than 300,000 Scouting-age youth in the new council territory. Having a unified voice and consistent message decreases the public's confusion, eliminate the competition for earned media, and strengthen Scouting's brand. By joining together, council and district membership committees are strengthened and district executives have more time to focus on building relationships with schools and community partners to grow membership in the Scouting program.*



### BETTER PROGRAMS

A new unified council will also have the benefit of developing better programs and expanding others such as STEM or adult leader training. Combining resources and working together on programs such as these will give more youth across our region access to the best possible Scouting experience, strengthen our future work force, and build future leaders. The new Greater St. Louis Area Council allows us to better utilize existing programs and resources to strengthen service to the urban core of St. Louis and East St. Louis.

A merged council also creates a larger pool of volunteers to fill council committees, strengthen district committees, and enhance volunteer succession planning.

*FAQ: Will the council keep all eight properties in the new merged council?*

*A: Most people would agree eight properties is too many. A volunteer committee representative of all Scouting programs and both former councils will be formed to study current and future usage and recommend a long-range properties plan to the council board. This must be a process where providing the highest quality programs — including top-notch specialty camps and geographic access for all — is the driving factor.*



# ONE SCOUTING.

### EXPANDED SERVICES

A merged council will serve more than 60,000 youth, making it one of the largest Scout councils in the country. This council would possess a loud and influential voice at the national level. A council that size would benefit from the ability to recruit and retain the highest level of talent. Unit-serving executives would also have more time to focus on units because of support from additional program executives and staff.

*FAQ: Will any staff members lose their job due to the merger?*

*A: There are no planned layoffs due to the merger. The current staffs of each council know their volunteers and have existing relationships in the community. Our goal is to have the best staff leadership. A merged council allows us to allocate staff positions to better support volunteers throughout a newly expanded council. A larger council would attract and retain quality, career Scouting professionals for a longer period of time, create specialist positions to focus on program and development, and enable district executives to have more time to provide unit service and develop stronger community relationships in their districts.*

### IMPROVED SERVICES FOR SCOUTING FAMILIES

Two councils serving the same region was confusing for parents. To attend events in another council, parents had to visit different websites, contact different staff, and use different registration methods. A combined council gives parents a simpler experience. It also gives families more options for service center locations.

